



**The Newark Museum  
IMLS Connecting to Collections Statewide Planning Grant  
Project Director: Rebecca Buck, Deputy Director of Collection Services  
Grant # LG-41-08-0011-08  
Final Narrative Report**

In January 2008, the Institute for Museum and Library Services awarded the Collection Care Consortium of New Jersey (C3NJ), which is comprised of lead applicant the Newark Museum, Rutgers University Libraries, the New Jersey State Library, the New Jersey State Museum, and the New Jersey State Archives, a planning grant that would enable the Consortium to assess the conservation needs of New Jersey's cultural institutions. Over the course of the grant period, which began in May 2008 and concluded in July 2010, C3NJ implemented the following activities to achieve the planning goal:

- Secured the services of the Conservation Center for Art and Historic Artifacts (CCAHA) to develop and oversee the survey and focus group process;
- Secured a New Jersey State Historical Records Advisory Board grant for \$33,000 to supplement the \$40,000 IMLS grant award, which enabled the Consortium to expand the scope of the surveys/focus groups to include the special collections of state and municipal archives in addition to the museums, libraries, and historical sites the project was already purposed to include to ensure a full scope of the state's needs;
- Identified and secured the participation of three second-tier organizations in addition to the core institutions of C3NJ to participate in the planning process: The New Jersey Library Association, Mid-Atlantic regional Archives Conference, and the New Jersey Association of Museums;
- Confirmed contact information for the more than 1,000 New Jersey entities responsible for collections held in public trust;
- Implemented the C3NJ survey instrument with the goals of receiving responses from a minimum of 250 participants representing the state's museums, archives, libraries, historical sites and municipal special collections. The survey instrument, which was forwarded to IMLS as part of the second interim report, included 96 questions that were divided into 9 sections covering topics such as Disaster Planning, Education and Training, Preservation Planning, and Advocacy.
- The survey was completed by 213 participants, 144 libraries, 75 historic sites and societies, 43 archives, and 25 museums, which represented a 34% response rate;
- Implemented six focus groups in New Brunswick, Morristown, Pomona, Cherry Hill and Newark, with 86 individuals participating, the majority of whom represented institutions with budgets of \$99,999 or less.

- Implemented a Symposium on October 2, 2009, which featured experts in collection care and management to share different models for collection care solutions that have proven to be successful with the Consortium. Presenters included Tom Branchick, Williamstown Regional Art Center Laboratory; Wendy Jessup, Wendy Jessup and Associates; and Eileen Henthorne, Executive Director of ReCap-Offsite High Density Storage.
- On November 30, 2009, CCAHA issued a report on the findings of the statewide survey, and presented a summary of the findings (see attached C3NJ Summary of Findings PDF document) at the meeting for Consortium participants.

The findings of the survey and focus groups were tremendously enlightening, revealing just how much New Jersey needs a comprehensive conservation and care plan, facility and resources. Highlights include:

- 47% of respondents have never developed a disaster management plan.
- 51% of respondents have never received a needs assessment of their collections.
- 68% of respondents do not have a preservation plan
- 72% of respondents have no up-to-date collection surveys
- 59% of respondents do not use environmental monitoring
- 49% of respondents have no pest management policy
- 75% of respondents have no written housekeeping policy

The findings included the top ten workshops respondents identified as desirable and essential to collection care. These were:

1. Best Practices for Preserving Collections
2. Emergency Preparedness and Response
3. Housing Solutions for Paper-Based Collections
4. Promoting Your Collections
5. Preservation Planning/Writing a Preservation Plan
6. Managing Digital Collections
7. Fundraising for Preservation and Conservation
8. Writing a Disaster Plan
9. Advances in Collections Management
10. Caring for Photographs

The findings also the services requested by respondents to assist them in collection care best practices:

1. Training for staff in emergency response (69.4%)
2. Preparing an emergency plan (69.1%)
3. Development of preservation and collections management guidelines/policies/procedures (67.7%)
4. Conservation treatment of items (66.5%)
5. Preparing a prioritized long-range preservation plan (65.3%)
6. Digitization projects (64.7%)
7. Fundraising for preservation and conservation projects (64.5%)

8. Obtaining a preservation needs assessment (61.6%)
9. Obtaining collection surveys (61.3%)

CCAHA also surveyed respondents on additional preservation practices (questionnaires and responses attached to this report) across the state including:

- What is the size of your institution's annual preservation budget (64% responded \$0);
- Information what types of collections organizations held (i.e. photographs, rare books, art objects, etc.) broken down by various criteria;
- Who performs house keeping and record management tasks; and
- Who performs preservation and conservation services in or for the institution, among other questions.

### **Plans for Moving Forward**

As a result of the planning process, CCAHA presented the Consortium with **A Strategic Stewardship Plan for the State of New Jersey**, a proposed plan of action to address New Jersey's collection care and preservation (a copy of the plan is attached to this report). The proposed plan was discussed at length by the Consortium and there was agreement that the plan had the potential to be implemented upon securing funding. At the same time, the Consortium believed that it was important to ground the plan in a permanent or ongoing facility. With the Consortium now formed, thanks to the support of the IMLS, C3NJ should and will continue to grapple with this issue to see a long-term solution brought to fruition. Additional planning meetings were scheduled for late spring, however, the arts and cultural funding crisis in the state has made it necessary to postpone the meetings until the fall season, when institutions will be more stable. Thus, though the IMLS Connecting Collections Statewide Planning grant has concluded, the Consortium will continue planning for New Jersey's future. On behalf of all the institutions involved in the "Connecting to Collections Statewide Planning" project, we are grateful to the IMLS for making this tremendous progress possible, and look forward to submitting an implementation grant at some point in the future once plans are finalized and in full agreement by Consortium members.

# **C<sup>3</sup>NJ Findings: 2009 Survey and Focus Groups**

Prepared by the Conservation Center  
for Art and Historic Artifacts

## **LEAD AGENCIES**

The Newark Museum  
The New Jersey State Archives  
The New Jersey State Library  
The New Jersey State Museum  
Rutgers University Special Collections

November 30, 2009

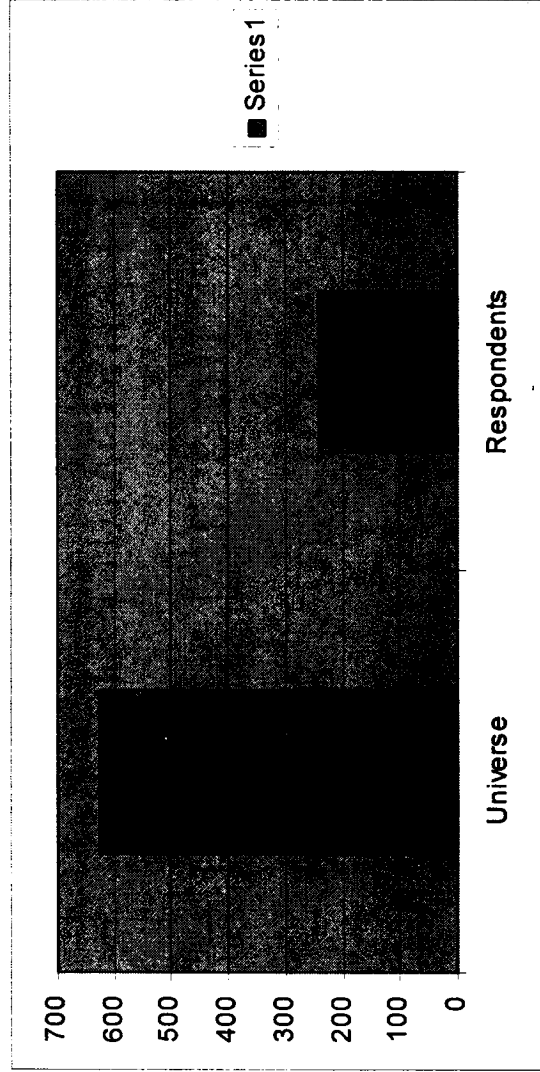


# New Jersey Connecting to Collections

## The Survey

- ❖ 96 questions in 9 sections
- ❖ Database of 627 collecting institutions
- ❖ Contacts: Professionals with collection management responsibilities (Curators, librarians, archivists, executive directors, etc.)
- ❖ 8 week survey period (May – June, 2009)

# Data Collection



39% response rate.

101 Public Libraries

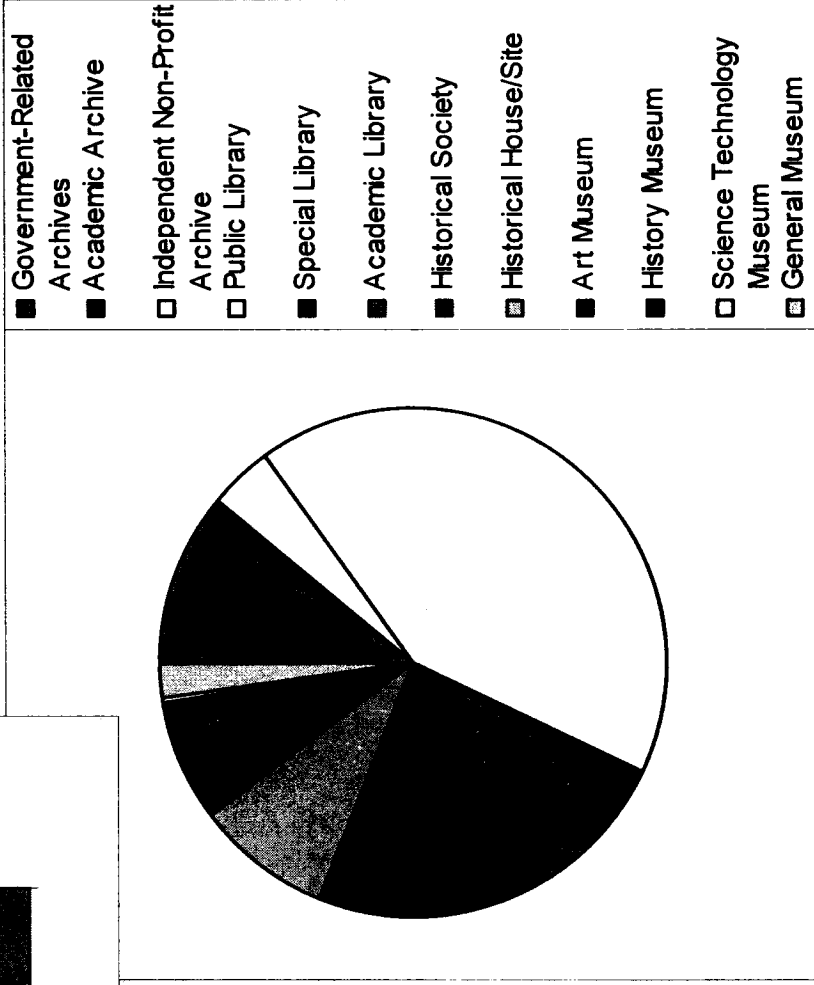
37 Historical Societies

25 Museums

23 Gvt.-related Archives

21 Historic Sites

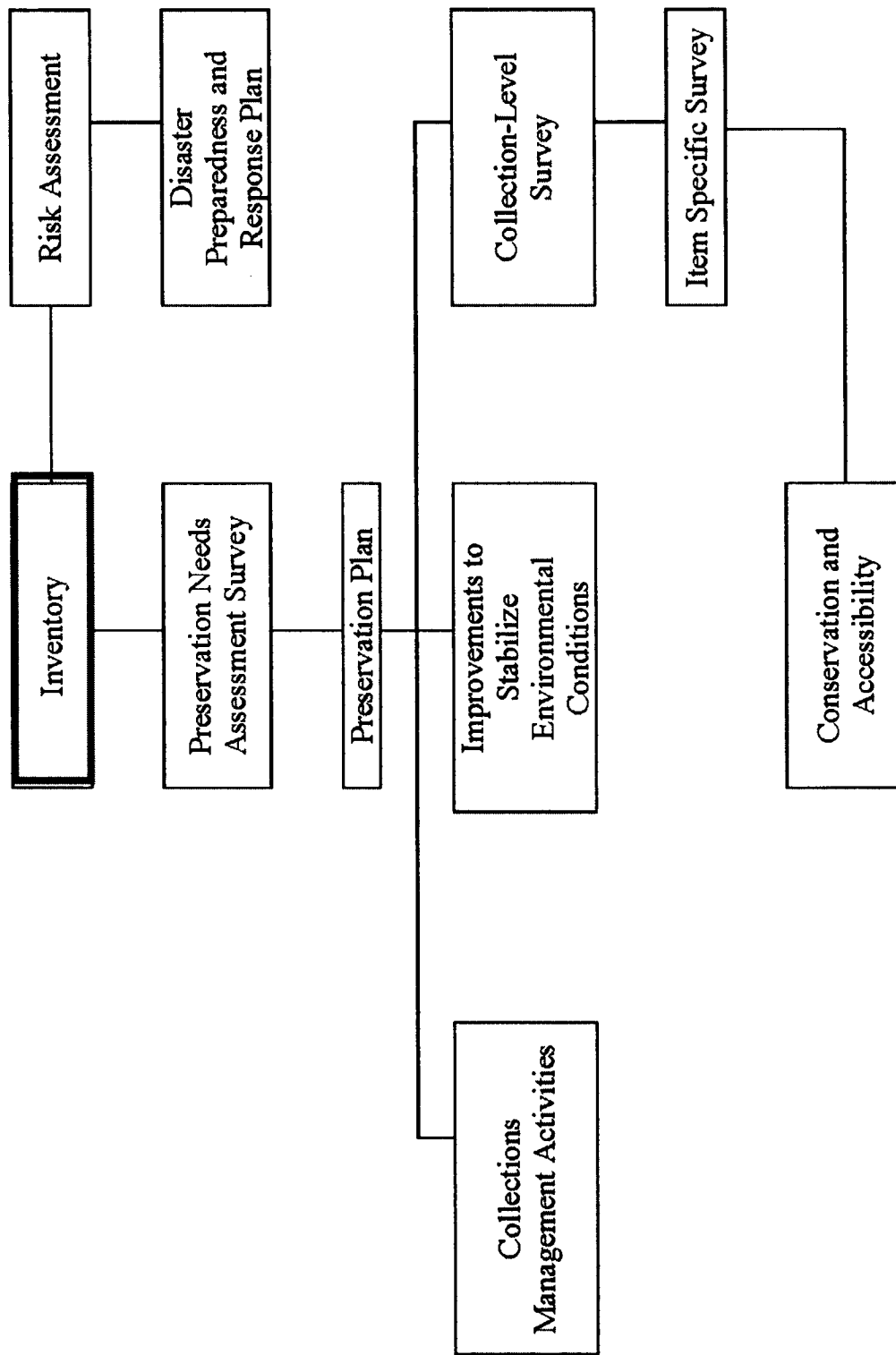
18 Academic Libraries



# Focus Groups

- Six focus groups
- 86 attendees from a broad cross section of collecting organizations
- Locations
  - Cherry Hill Public Library
  - Stockton College
  - Morris Museum
  - Newark Museum
  - Rutgers University (2 groups)

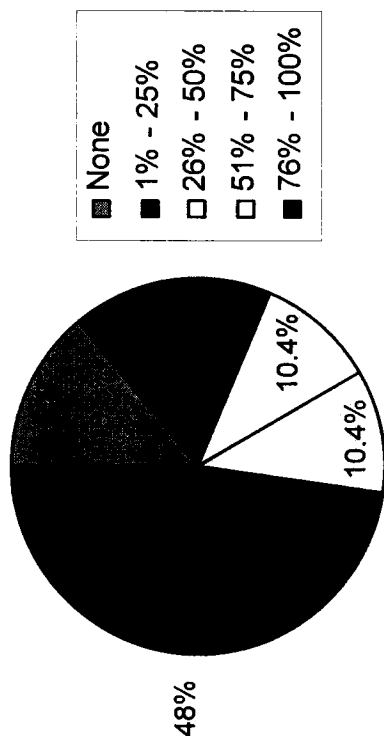
## The Ideal Planning Process



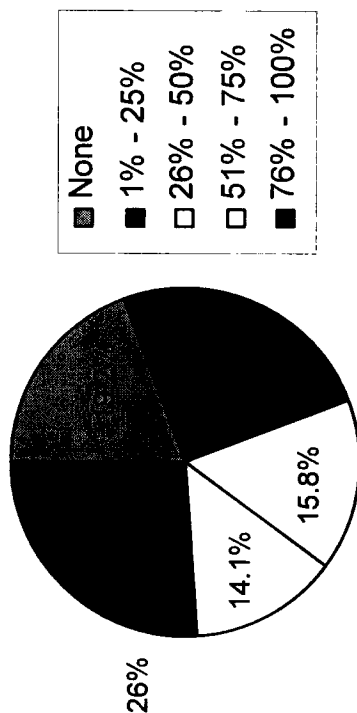


# Inventory, Cataloging, and Accessioning

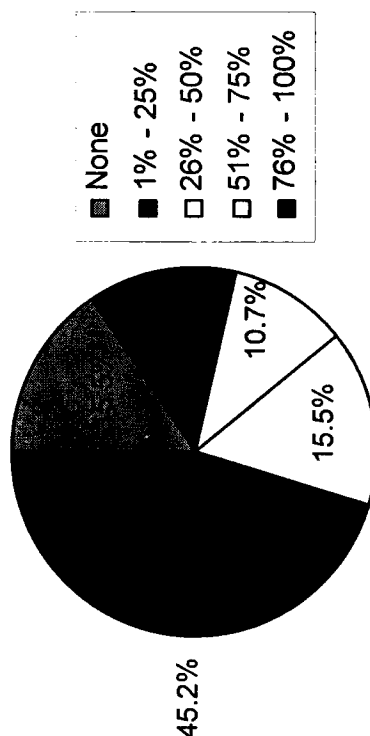
Percentage of Collections Inventoried



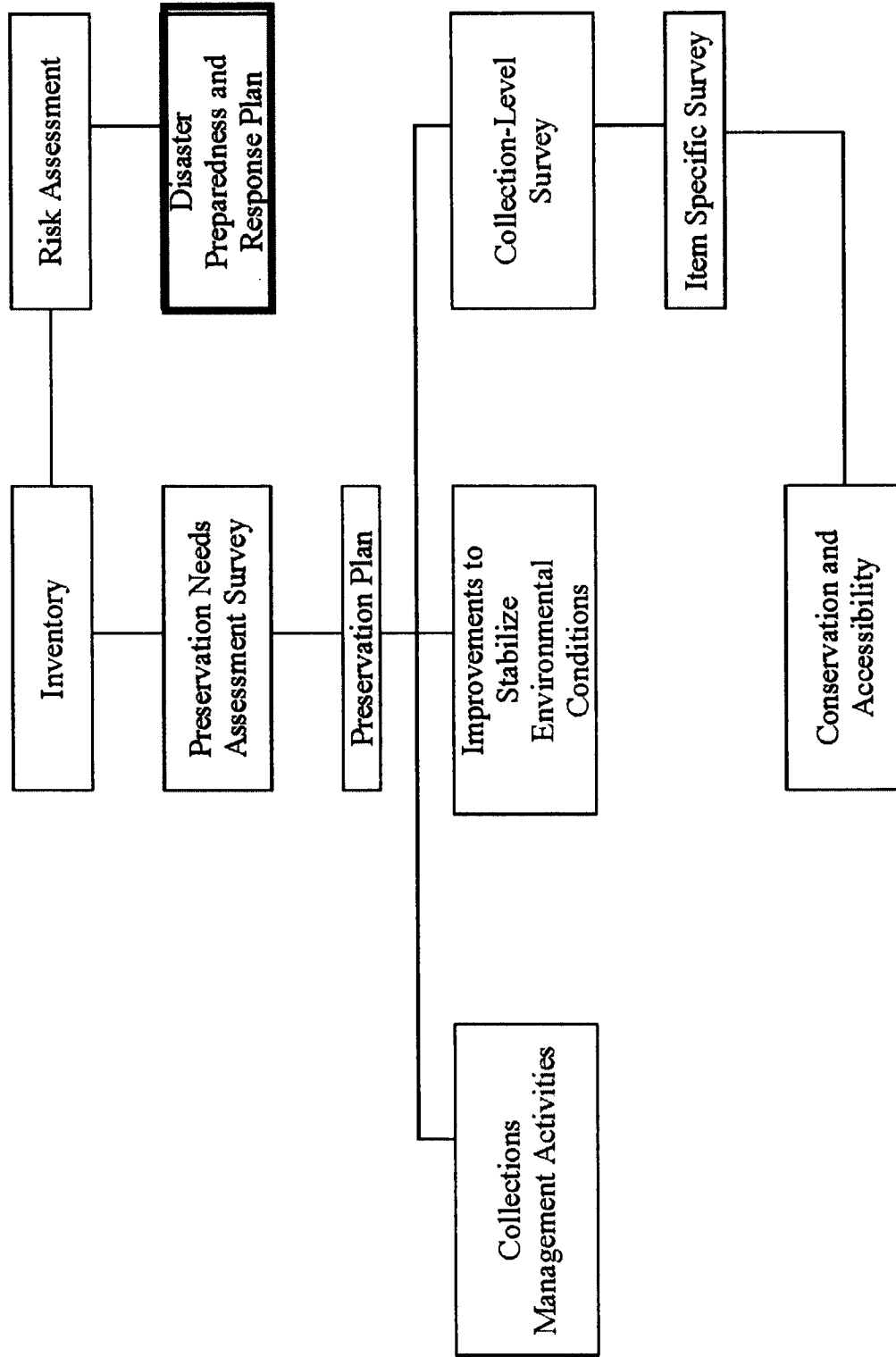
Percentage of Library Special Collections Cataloged/Processed



Percentage of Museum Collections Fully Accessioned

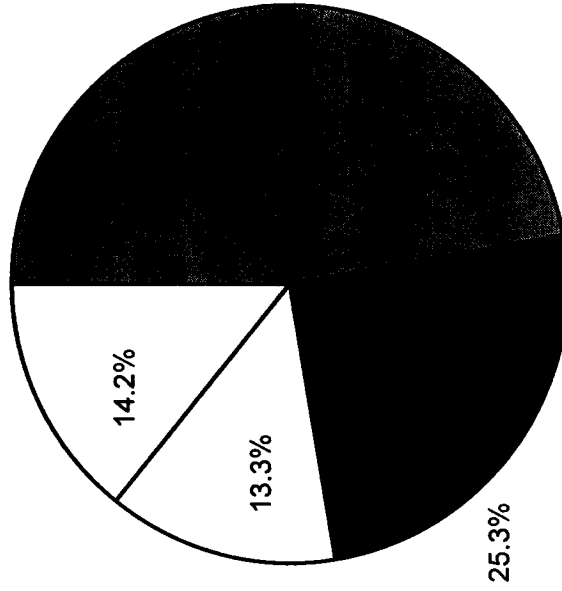


## The Ideal Planning Process



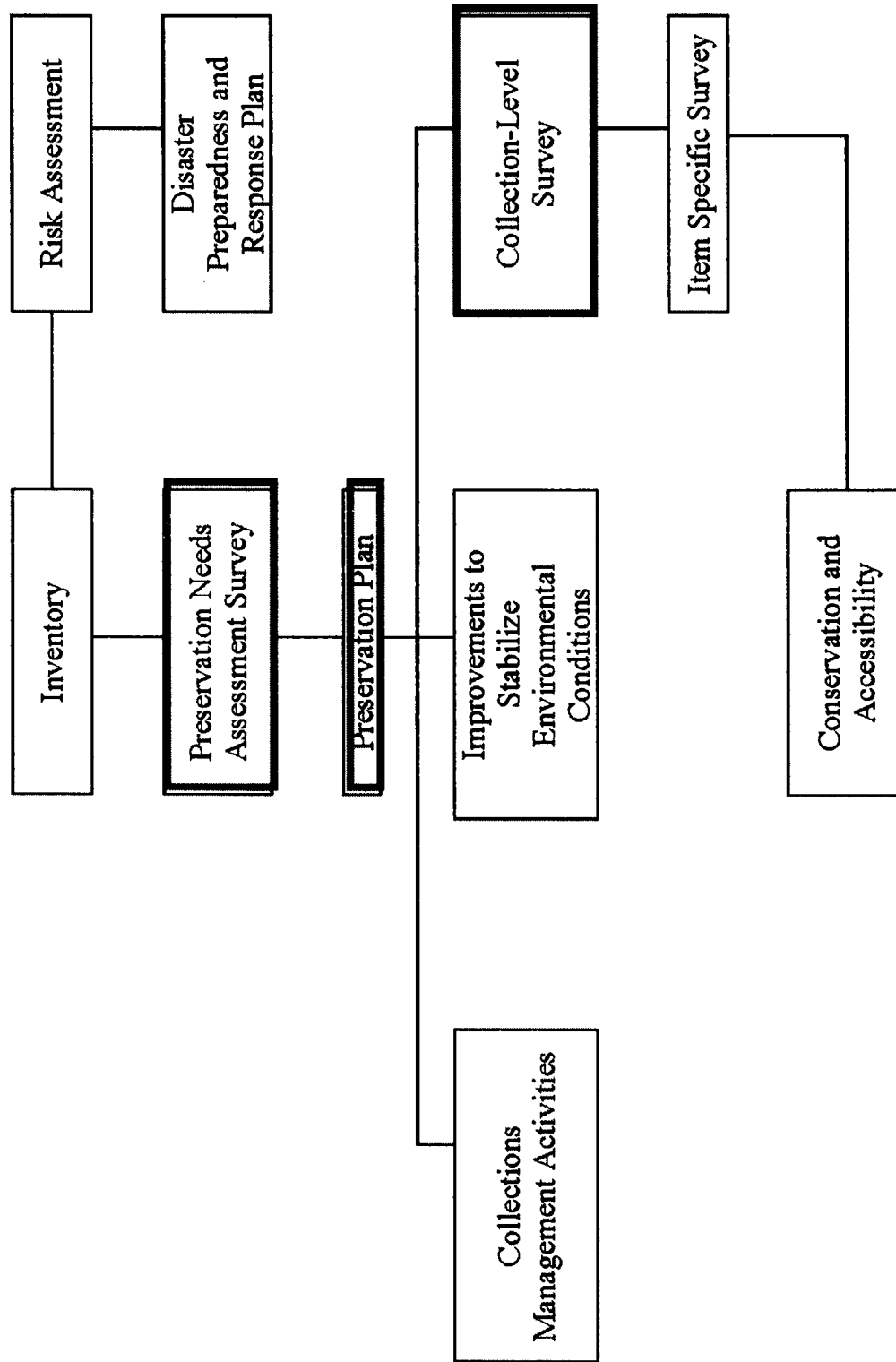
# Emergency/Disaster Plans

## Disaster Plan That Addresses Collections



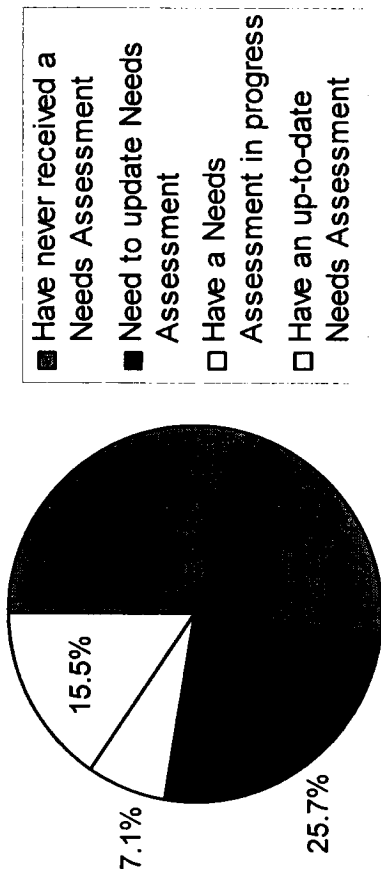
- ☒ Have never developed a Disaster Plan
- ☒ Need to update our Disaster Plan
- ☐ Disaster Plan currently being developed
- ☐ Have an up-to-date Disaster Plan

# The Ideal Planning Process

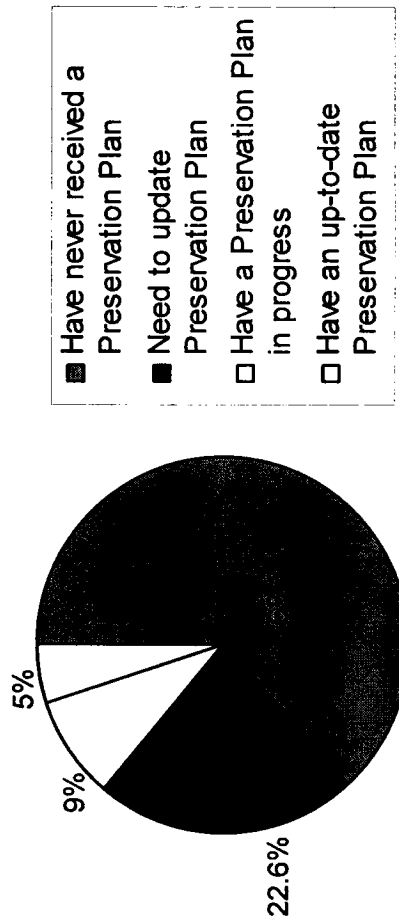


# Assessments, Plans, and Surveys

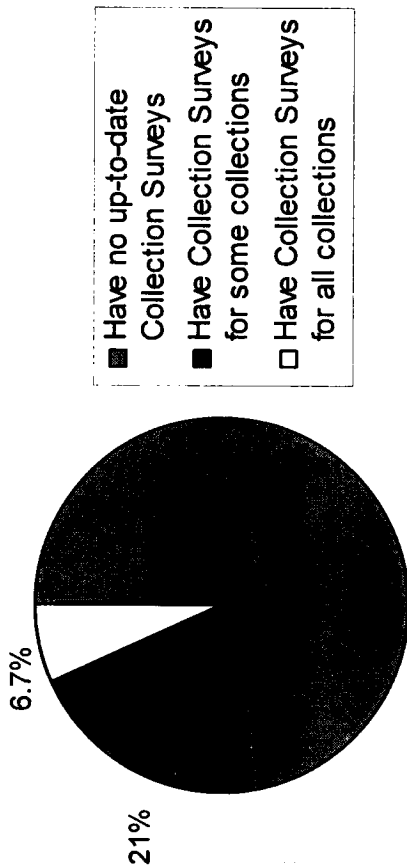
Preservation Needs Assessment



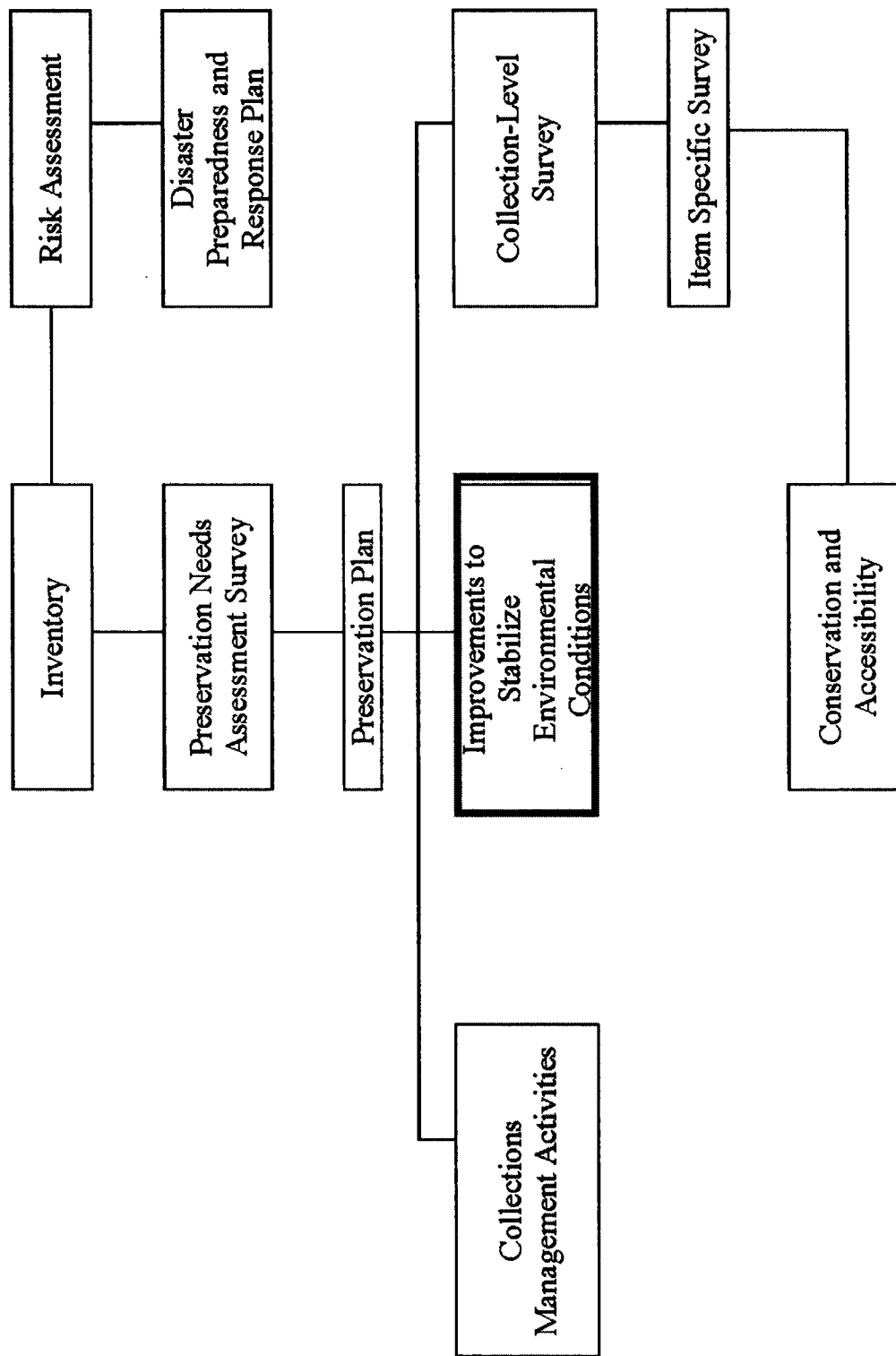
Preservation Plan



Collection Surveys

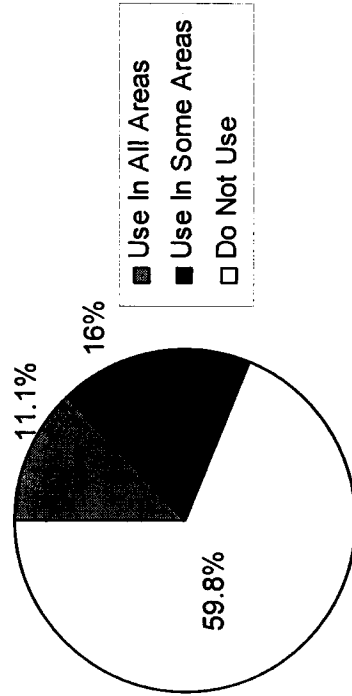


# The Ideal Planning Process

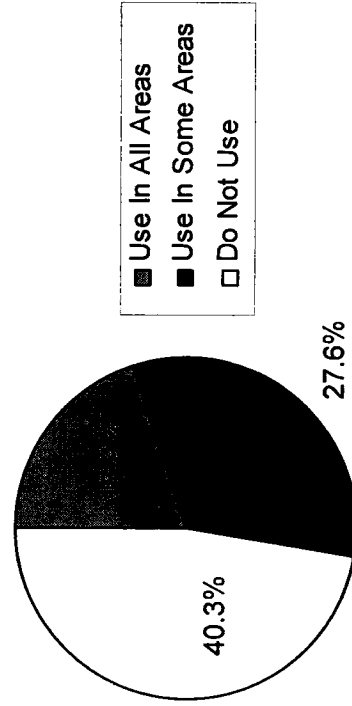


# Environmental Controls

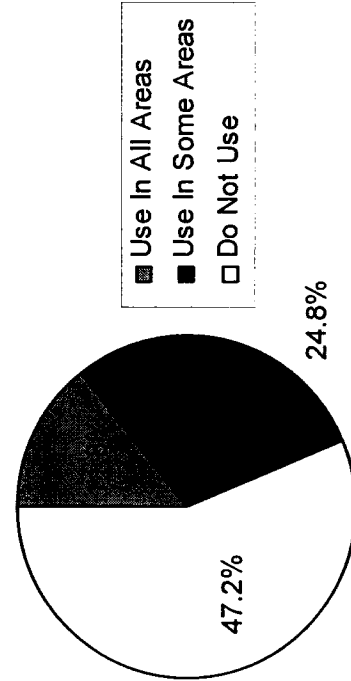
Environmental Monitoring



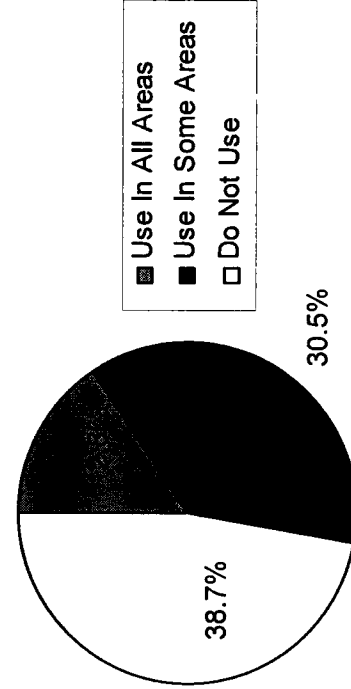
Temperature Control



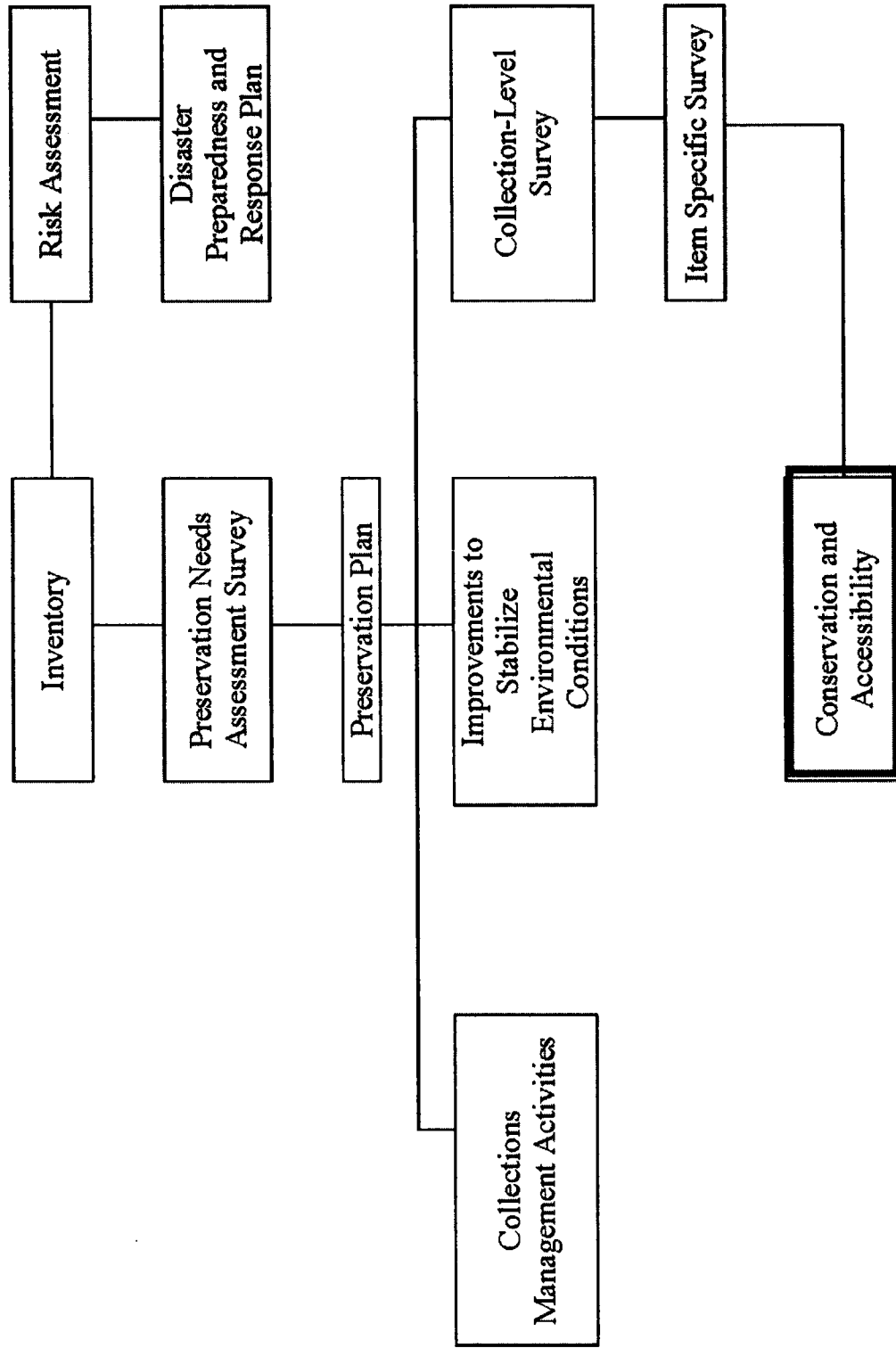
Humidity Control



Control of Light Levels



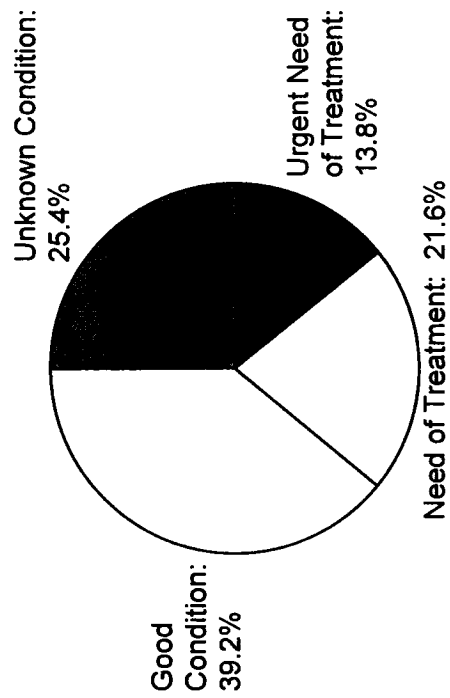
# The Ideal Planning Process



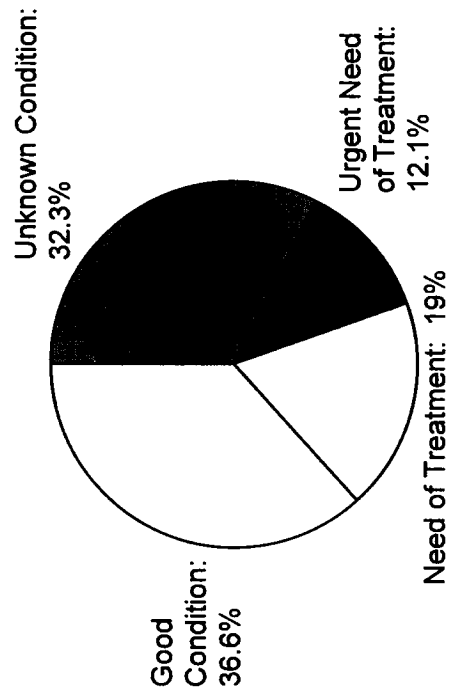


# Conservation and Accessibility

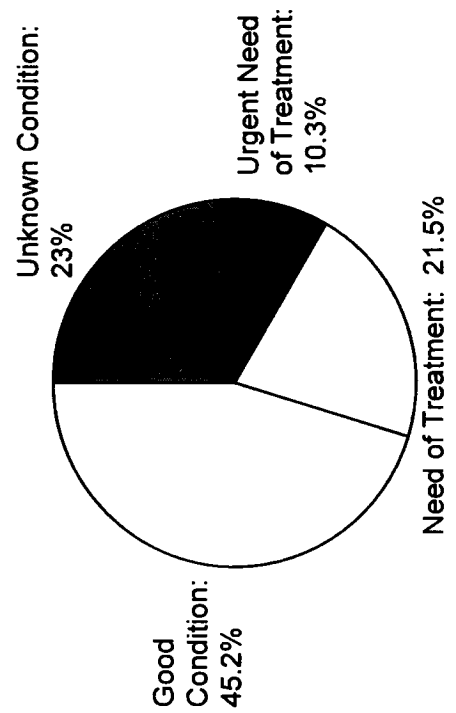
**Rare Books and Bound Volumes**



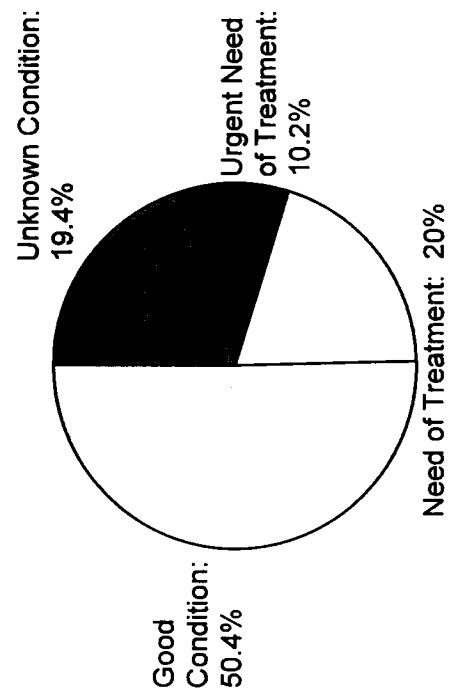
**Unbound Sheets**



**Photographic Collections**

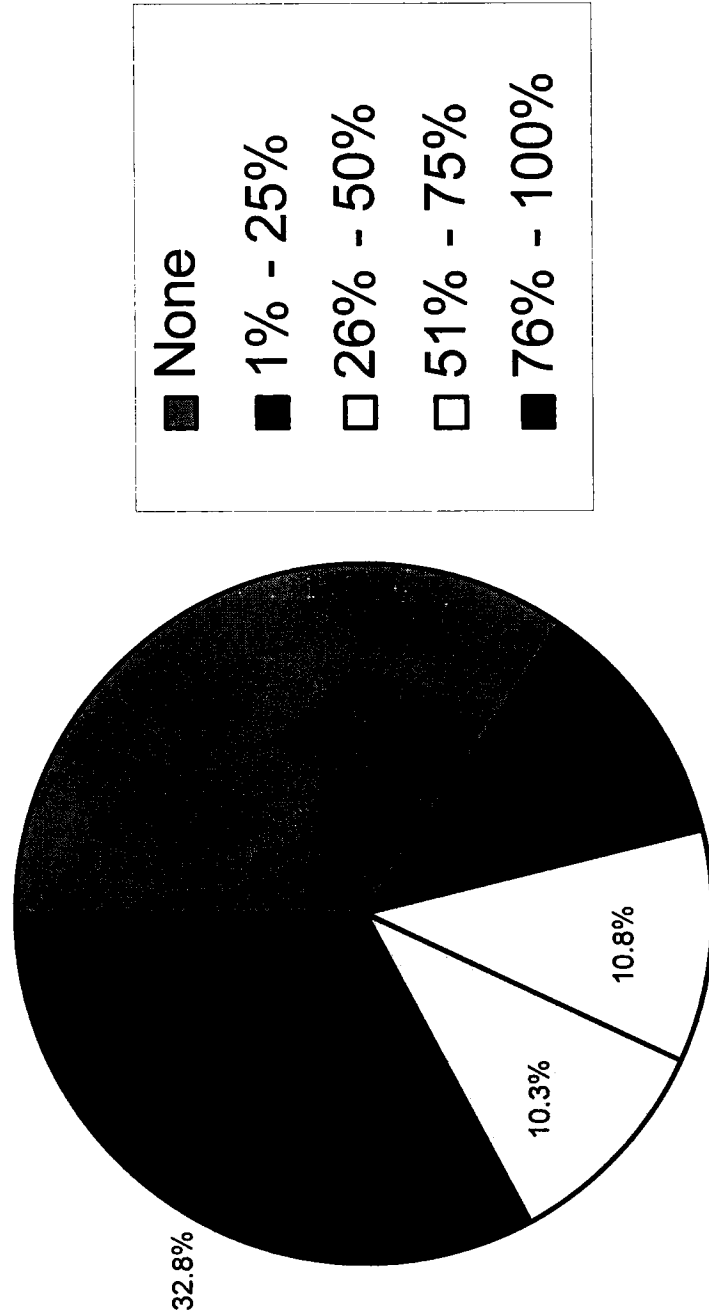


**Art Objects**



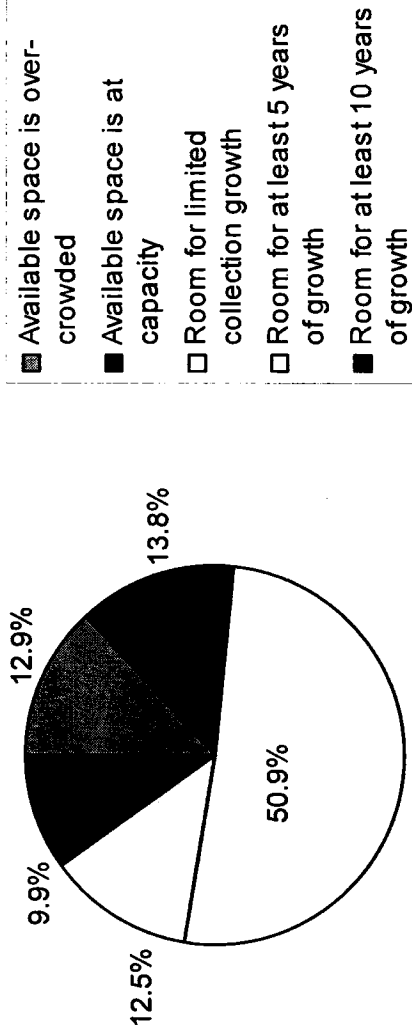
Regarding ON-SITE STORAGE, what estimated percentage of your collection is stored in areas you consider to have adequate environmental controls?

### Satisfaction with on-site storage

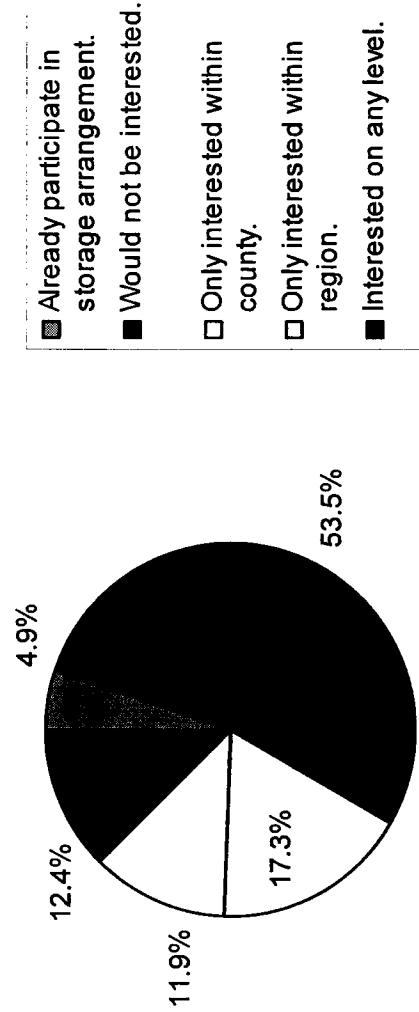


# Collection Storage

Is there room for collection growth?



Interest in shared collaborative storage centers



# Pest Management & Housekeeping

- 47.9 % have no pest management policy
- 75.7% have no written housekeeping policy

## Highest percentage of types of collections materials

- Photographs 68%
- Unbound sheets 60%
- Rare books, albums, etc 58%
- Works of art:  
paintings, prints, drawings,  
decorative arts, sculpture 49%

# Percentage of items identified to be in need of conservation

- Photographs 48%
- Unbound sheets 46%
- Rare books, albums, etc 47%
- Works of art:  
paintings, prints, drawings,  
decorative arts, sculpture 37%

C<sup>3</sup>NJ

## Top Ten Workshops Requested

1. Best Practices for Preserving Collections
2. Emergency Preparedness and Response
3. Housing Solutions for Paper-Based Collections
4. Promoting Your Collections
5. Preservation Planning/Writing a Preservation Plan
6. Managing Digital Collections
7. Fundraising for Preservation and Conservation
8. Writing a Disaster Plan
9. Advances in Collections Management
10. Caring for Photographs

## C<sup>3</sup>NJ

### Top services requested

Training for staff in emergency response (69.4%)

Preparing an emergency plan (69.1%)

Development of preservation and collections management  
guidelines/policies/procedures (67.7%)

Conservation treatment of items (66.5%)

Preparing a prioritized long-range preservation plan (65.3%)

Digitization projects (64.7%)

Fundraising for preservation and conservation projects (64.5%)

Obtaining a preservation needs assessment (61.6%)

Obtaining collection surveys (61.3%)



# Next Steps

- Discuss the data from the survey and focus groups
- Develop recommendations for NJ's Preservation Plan
- Establish priorities for implementation
- Discuss time frame for completion and adoption of the Plan
- Discuss strategies for launching the Plan

## **SURVEY COMPILATION REPORT**

### **INTRODUCTION**

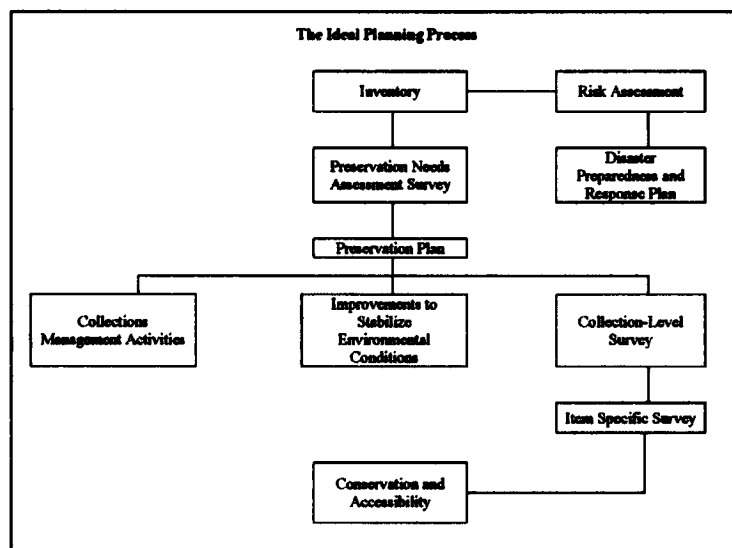
The following report is intended to support planning discussions at the next C3NJ Task Force Meeting scheduled for November 30, 2009. Additional tables may be requested in advance of the meeting and will be distributed to the Task Force members on request. Examples of requested tables might include tables that analyze the following survey data based on type of organization, operating budget, or region.

Comments are drawn both from open-ended responses on the survey and from transcribed comments at the series of regional focus groups.

The report is organized in ten sections:

1. Requested Services
2. Inventory, Cataloging, and Processing
3. Disaster Planning
4. Education and Training
5. Preservation Planning
6. Environment and Monitoring
7. Conservation and Accessibility
8. Off-Site Storage
9. Communications
10. Marketing

The order of the sections 2-7 is largely determined by the following chart that illustrates a widely-accepted process for addressing collections care needs.



In general, organizations should address needs at the top of the chart before moving to needs nearer to the bottom. For example, organizations that have not inventoried their collections should ideally address this need first before moving to preservation planning.

This top-to-bottom order of the above chart should be considered as the C3NJ Task Force attempts to develop strategies for a state-wide collections care program that prioritizes needs and allocates resources accordingly.

Respondents to the survey were distributed across the following “type of organization” categories:

<b>Please check the one category that best describes your institution:</b>		
	<b>Count</b>	<b>Percentage</b>
Government-Related Archive	23	9.5%
Academic Archive	4	1.6%
Independent Non-Profit Archive	10	4.1%
Public Library	101	41.6%
Special Library	4	1.6%
Academic Library	18	7.4%
Historical Society	37	15.2%
Historical House/Site	21	8.6%
Art Museum	8	3.3%
History Museum	11	4.5%
Science Technology Museum	1	.4%
General Museum	5	2.1%
<b>Total</b>	<b>243</b>	<b>100.0</b>

For statistical analysis, the above 12 categories were organized into the following 9 categories.

<b>Please check the one category that best describes your institution. (These are the groupings used in the analysis.)</b>		
	<b>Count</b>	<b>Percentage</b>
Government Related Archives	23	9.5%
Special and Academic Libraries and Archives	26	10.7%
Independent (non-profit) Archives	10	4.1%
Public Library	101	41.6%
Historical Society	37	15.2%
Historical House/Site	21	8.6%
Art Museum	8	3.3%
History and Science Museums	12	4.9%
General Museum	5	2.1%
<b>Total</b>	<b>243</b>	<b>100.0%</b>

### REQUESTED SERVICES

In this section, respondents were given a list of services and asked to estimate the potential value of each service to their organization. Over 200 respondents answered this set of questions, providing an excellent response rate. For nine of these services, 60% or more of the respondents indicated that the services would be "useful" or "very useful." These most requested services were (starting with the most requested): training for staff in emergency response, preparing an emergency plan, development of collections management policies and procedures, conservation treatment of objects, preparing a prioritized long-range preservation plan, digitization projects, fundraising for conservation and preservation, obtaining a preservation needs assessment, and obtaining collections surveys. With useful/"very useful" responses ranging from 69.4% to 61.3%, all of these services should probably be considered in high demand.

Overall, interest in all suggested services appears relatively high, with at least 50% choosing the remaining services as useful or very useful, with only two exceptions. These two are the preservation of born-digital collections and the preservation of audiovisual collections, and even with these categories, the smaller percentage of institutions that indicate having digital or audiovisual collections should be taken into account when interpreting the responses.

Please indicate the potential value of the following services to your institution:													
Assistance with....	Very Useful		Useful		Marginally Useful		Not Useful		Not Applicable		Don't Know		Total Count
	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent	
Obtaining a Preservation Needs Assessment	78	36.1%	55	25.5%	26	12.0%	15	6.9%	27	12.5%	15	6.9%	216
Preparing a prioritized long-range preservation plan	86	39.8%	55	25.5%	26	12.0%	12	5.6%	23	10.6%	14	6.5%	216
Development of preservation and collections management guidelines/policies/procedures	75	35.0%	70	32.7%	27	12.6%	10	4.7%	22	10.3%	10	4.7%	214
Fundraising for preservation and conservation projects	80	37.4%	58	27.1%	20	9.3%	13	6.1%	33	15.4%	10	4.7%	214
Preparing an emergency plan	77	36.2%	70	32.9%	25	11.7%	10	4.7%	22	10.3%	9	4.2%	213
Training for staff in emergency response	83	39.7%	62	29.7%	30	14.4%	7	3.3%	19	9.1%	8	3.8%	209
Security assessment and planning	50	23.4%	69	32.2%	42	19.6%	19	8.9%	23	10.7%	11	5.1%	214
Obtaining collection surveys	59	27.8%	71	33.5%	31	14.6%	14	6.6%	22	10.4%	15	7.1%	212
Conservation treatment of objects	76	35.8%	65	30.7%	24	11.3%	10	4.7%	27	12.7%	10	4.7%	212
Rehousing of collections	53	25.0%	52	24.5%	33	15.6%	33	15.6%	30	14.2%	11	5.2%	212
Digitization projects	95	44.2%	44	20.5%	34	15.8%	13	6.0%	20	9.3%	9	4.2%	215
Preservation of digitized collections	71	33.3%	49	23.0%	25	11.7%	17	8.0%	40	18.8%	11	5.2%	213
Preservation of born-digital collections	34	16.0%	34	16.0%	24	11.3%	13	6.1%	69	32.5%	38	17.9%	212
Preservation of audiovisual collections	40	18.8%	46	21.6%	25	11.7%	18	8.5%	70	32.9%	14	6.6%	213
Storage assessment and planning	63	29.7%	55	25.9%	40	18.9%	18	8.5%	29	13.7%	7	3.3%	212
Exhibition assessment and planning	50	23.8%	49	23.3%	37	17.6%	28	13.3%	39	18.6%	7	3.3%	210
On-line collections care information	52	24.4%	62	29.1%	32	15.0%	14	6.6%	39	18.3%	14	6.6%	213

## **INVENTORY, CATALOGING, AND PROCESSING**

On the chart on page 1, inventory is at the top, making it an essential first step in properly caring for a collection. Institutions must know what they have in their collections or their collections cannot be considered secure. Institutions that have not inventoried their collections are not in position to address important subsequent tasks, such as cataloging and processing, environmental monitoring, and conservation. Of the 247 total respondents, 240 answered this question, which is an excellent rate.

Institutions that indicate inventory percentages of 50% or less should be considered in critical need. By this standard, 41.7% of respondents should be considered in critical need. A significantly high percentage (13.8%) noted that none of their collections have been inventoried.

<b>What is the estimated percentage of the collection that has been inventoried?</b>		
	Count	Percentage
None	33	13.8%
1% - 25%	42	17.5%
26% - 50%	25	10.4%
51% - 75%	25	10.4%
76% - 90%	58	24.2%
91% - 100%	57	23.8%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

Accessioning of museum items and cataloging of library and archives collections fall into the “collection management” category, midway down the chart on page 1. While these tasks can be done at the same time as an inventory, alternatively they can be briefly deferred while other important preservation strategies (preservation planning, environmental upgrades, disaster planning, etc.) are pursued.

For each of these categories (accessioning and cataloging), the respondent size is much lower, as each of these questions was targeted for either museums or libraries/archives, but not generally both. Nearly 40% of museums indicated that half or less of items in their collections are fully accessioned. However, it should be noted that, while the question was asked for museums only, other types of organizations also responded to this question. Looking at the data for museums only, the percentage of collections that are fully accessioned is much higher. Of the 13 respondents that answered “none,” at least nine are libraries or archives.

<b>(for museums only) What is the estimated percentage of the collection that is fully accessioned?</b>		
	Count	Percentage
None	13	15.5
1% - 25%	11	13.1
26% - 50%	9	10.7
51% - 75%	13	15.5
76% - 90%	20	23.8
91% - 100%	18	21.4
<b>Total</b>	<b>84</b>	<b>100.0</b>

The following question was asked of libraries and archives only. Once again, however, other organizations were allowed to respond. In this case, though, the number of other organizations that responded to the question was quite small. 136 of the respondents were libraries or archives, and 22 were historical societies. Of the total 177 respondents, nearly 60% noted that 50% or more of their special collection material was not cataloged/processed.

<b>What is the estimated percentage of the special collection material that is cataloged/processed? (for libraries and archives only)</b>		
	<b>Count</b>	<b>Percentage</b>
None	34	19.2
1% - 25%	44	24.9
26% - 50%	28	15.8
51% - 75%	25	14.1
76% - 90%	23	13.0
91% - 100%	23	13.0
Total	177	100.0

Respondents to the survey were asked to comment on their most pressing conservation or preservation need. A significant number noted that inventorying or cataloging needs ranked as most critical for their institution, with responses such as:

- Fully accessioning/cataloging collection
- Help in identifying, accessioning, and storing the photography collection and preparing a finding aid
- Catalog and organize approximately the last five years or so of material received
- Cataloging what we have
- Resources to access collection
- Time and staff and training to inventory and house collection
- Care and organization of our local history collection
- Inventory and assessment of current collection

### **DISASTER PLANNING**

Emergency and disaster plans that address collections are vital to any organization dealing with unique and historic material. 47.1% of responding organizations have never developed a plan and another 25.3% need to update their plan. Only 14.2% have a plan in place. Annual budget and region seemed to make little difference to this question. Analyzed by type of organization, historical societies and public libraries were least likely to have ever developed a plan.

<b>Emergency/Disaster Plan that addresses collections:</b>		
	Count	Percentage
We have an up-to-date Emergency/Disaster Plan that addresses collections.	32	14.2%
We have an Emergency/Disaster Plan in progress.	30	13.3%
We need to update our Emergency/Disaster Plan.	57	25.3%
We have never developed an Emergency/Disaster Plan for our collections.	106	47.1%
<b>Total</b>	<b>225</b>	<b>100.0%</b>

Off-site storage of vital collections records is a critical recommendation found within all emergency/disaster plans. Very few responding institutions indicated that they had taken this important step. This data is significantly skewed by public libraries, which comprise 89 of the 218 respondents, with 76 having no off-site storage of vital records (for a percentage over 85% as compared with the 72.9% figure for all responding institutions).

<b>Off-Site Storage of Vital Collections Records:</b>		
	Count	Percentage
We have off-site storage of vital collections records for the entire collection.	15	6.9%
We have off-site storage of vital collections records for some of the collections held by the institution.	44	20.2%
We have no off-site storage of vital collections records for our collections.	159	72.9%
<b>Total</b>	<b>218</b>	<b>100.0%</b>

Regarding security systems and policies, the majority of collections (66.9%) have appropriate security systems and policies for at least some of their collections. This data is fairly consistent among type and region of organization, with larger institutions more likely to have security systems for at least some of the collection area.

<b>Security Systems and Policies:</b>		
	Count	Percentage
We have appropriate security systems to protect the entire collection.	80	36.4%
We have appropriate security systems to protect some of the collection areas.	67	30.5%
We are developing security systems to protect our collections.	16	7.3%
We have no security systems to protect our collections.	57	25.9%
<b>Total</b>	<b>220</b>	<b>100.0%</b>

Disaster planning and security issues were often noted in the focus groups. Some comments relating to these issues included:

- We've no disaster preparedness.
- Lack of disaster plan.
- Disaster planning is needed. Our building is falling apart. I would guess most of us are in the same position.

In response to the survey's open-ended questions, there were relatively few comments related directly to disaster planning, which is surprising considering that the two disaster planning services on the table on page 3 were highest ranked as requested services. Comments directly addressing disaster planning were:

- Need emergency planning
- Need grant funds to enable institutions to complete disaster plans and implement projects
- Need for disaster preparedness



## EDUCATION AND TRAINING

Respondents were given a list of workshop topics and asked to rate them according to their interest. For the analysis, a mean or average rating was calculated for each workshop, with 5.00 being the highest possible rating. The workshops below are listed in the order of interest to respondents. Some of the average ratings are statistically insignificantly from each other, meaning that, for example, "Emergency Preparedness and Response" at 3.47 and "Housing Solutions for Paper-Based Collections" at 3.46 should be considered to have equal interest among respondents.

In general, those workshops with a rating below 3.00 should be considered to be of lower interest to respondents. The response, although differing slightly by type of organization, is relatively consistent overall in this category.

<b>Please rate your interest in the following workshops based on their potential value to staff or volunteers at your institution: (1 = Lowest Interest ... 5 = Highest Interest)</b>			
<b>Workshop Title</b>	<b>Average Rating</b>	<b>Rank</b>	<b>Count</b>
Best Practices for Preserving Collections	3.56	1	186
Emergency Preparedness and Response	3.47	2	184
Housing Solutions for Paper-Based Collections	3.46	3	191
Promoting Your Collections	3.44	4	186
Preservation Planning/Writing a Preservation Plan	3.37	5	187
Managing Digital Collections	3.34	6	183
Fundraising for Preservation and Conservation	3.32	7 (tie)	187
Writing a Disaster Plan	3.32	7 (tie)	188
Advances in Collections Management	3.25	9	181
Caring for Photographs	3.23	10	193
Assessing the Condition of Paper-Based Collections	3.17	11	183
Records Management	3.16	12	174
Managing Archives	3.13	13	183
Techniques for Duplicating Paper-Based Images and Information	3.02	14	188
Preservation Issues Related to Exhibition Planning	2.97	15	179
Environmental Control	2.92	16	187
Housekeeping in Collections Areas	2.90	17	186
Book Repair	2.88	18	187
Pest Management	2.75	19	184
Preservation of Audiovisual Material	2.64	20	183
Storage Planning for Cultural Collections	2.59	21	183
Preservation and Storage of Architectural Records	2.50	22	183
Housing Solutions for Ethnographic Collections	2.29	23	179

Respondents were also asked to suggest other ideas for workshop topics. Other topics listed included:

- Fire codes and occupancy loads for places of assembly
- Computer related inventory
- How to deal with red rot
- Managing contemporary art
- Preventative conservation
- Searching for grants

Four training formats were offered to respondents, with a full day on-site being the definite favorite among respondents. Full day and half-day workshops at a regional location were both preferred over an online tutorial. Comments on types of workshops also included a request to have some workshops in the mid-section of New Jersey, and to provide regional courses open to individuals and institutions.

Please rate the usefulness of the following training formats: (1 = Least Useful ... 5=Most Useful)			
Training Format	Average Score	Rank	Count
Full Day on-site	3.77	1	151
Half Day at an Urban Regional Location	3.38	2	151
Full Day at an Urban Regional Location	3.33	3	139
On-Line Tutorial	3.03	4	171

### **PRESERVATION PLANNING**

Preservation Needs Assessments and Preservation Plans are strategic planning documents that provide direction and focus for staff or volunteers at collecting institutions. Sophisticated funders such as the Institute of Museum and Library Services, the National Endowment for the Humanities, and the Andrew W. Mellon Foundation expect to see equivalent documents when considering requests for conservation or preservation. On the chart on page 1, these planning documents are located underneath inventory but before environmental upgrades, collections management activities, and conservation and accessibility.

**Preservation Needs Assessments:** In the survey, Preservation Needs Assessments were defined as surveys that encompass a general evaluation of the institution's preservation policies, practices, and conditions – examples included a General Overview Survey, CAP (Conservation Assessment Program) survey, or CAPES Program survey. These surveys are invaluable both for planning and for fundraising. A significant majority of respondents – 77.5% – have either never received or need to update a Preservation Needs Assessment. Only 22.6% of the total respondents either have an up-to-date Preservation Needs Assessment or have one in progress. According to the organizational type breakdown, public libraries are the least likely to have a current Preservation Needs Assessment.

<b>Preservation Needs Assessment:</b>		
	Count	Percentage
We have an up-to-date Preservation Needs Assessment.	35	15.5%
We have a Preservation Needs Assessment in progress.	16	7.1%
We have to update our Preservation Needs Assessment.	58	25.7%
We have never received a Preservation Needs Assessment.	117	51.8%
Total	226	100.0%

**Preservation Plan:** A Preservation Plan is defined in the survey as a long-range strategic plan with timetables and prioritized goals focused on collections care and based on Preservation Needs Assessment recommendations. Very few organizations (14%) have a current Preservation Plan or a plan in progress. Eight of these organizations are government-related archives and five are special or academic libraries/archives.

<b>Preservation Plan:</b>		
	Count	Percentage
We have an up-to-date Preservation Plan.	11	5.0%
We have a Preservation Plan in progress.	20	9.0%
We need to update our Preservation Plan.	50	22.6%
We have never received a Preservation Plan.	140	63.3%
Total	221	100.0%

**Collection Survey:** Collection-level surveys and item-specific surveys are located under the Preservation Plan box in the chart on page 1. Some type of survey of this kind—at a minimum a condition report—is needed before funds can generally be solicited for conservation treatment. The survey defined a Collection Survey as an item-level conservation assessment which includes a detailed condition report of all the materials in a collection or selected representative items. While many institutions may not need to have collection surveys for their entire collections, an institution that is considering the conservation needs of their collections should at least invest in surveys for targeted portions of their collections. Of the respondents to this question, 72.3% do not have a Collection Survey for any part of their collection. Of the 15 that have an up-to-date survey of the entire collection, five are government-related archives. By contrast, only four out of 92 public libraries that responded to this question have an up-to-date survey.

<b>Collection Survey:</b>		
	Count	Percentage
We have an up-to-date Collection Survey of the entire collection.	15	6.7%
We have an up-to-date Collection Survey of some of the collections held by the institution.	47	21.0%
We have no up-to-date Collection Surveys for our collections.	162	72.3%
<b>Total</b>	<b>224</b>	<b>100.0%</b>

**Collection Development and Management:** Collection Development Plans and Collection Management Policies are located within the "Collections Management" activities located under the "Preservation Plan" box on the chart on page 1. The survey data for both categories, Collections Development Plans and Collection Management Policies, show results that are similar to each other. Just under a third of respondents consistently follow a plan/policy, while another third need to update their plan/policies.

<b>Collection Development Plan:</b>		
	Count	Percentage
We consistently follow a written Collection Development Plan when considering accessions.	70	31.4%
We need to update our Collection Development Plan.	74	33.2%
We have no Collection Development Plan.	79	35.4%
<b>Total</b>	<b>223</b>	<b>100.0%</b>

<b>Collection Management Policies:</b>		
	Count	Percentage
We consistently follow written Collection Management Policies.	60	27.3%
We need to update our Collection Management Policies.	72	32.7%
We have no Collection Management Policies.	88	40.0%
<b>Total</b>	<b>220</b>	<b>100.0%</b>

Preservation planning was another topic that was discussed in the focus groups. According to some of the comments on this issue:

- Outlines for preservation planning are needed (model documents).
- It would be wonderful if trained archivists could come to our institutions to do assessment surveys.
- Digitization preservation becomes a chore. We need an affordable solution.
- We need budgets for staff to work on collections. Where and how can we attract money for paper preservation?

On the survey, there were a number of institutions that described preservation planning as their most pressing need:

- Knowledge of preservation techniques
- A central entity with a professional staff that will coordinate the implementation, encourage cross-institutional cooperation, shared resources and lobby for further funding for conservation/preservation planning and implementation. A structured forum (association, annual conference, etc.) where members of the preservation community can meet, exchange ideas, and collaborate.
- Identification of preservation agencies and partnership with agencies to implement plan
- A common goal and mission statement; help in defining the scope of an individual collection, making it easier to promote, and to spend money wisely
- Collection assessment plan
- The continued preservation of items that include antique maps, costumes, postcards and photographs
- Development of a strategic plan, survey and assessment of collection
- We have many books requiring phase boxes for protection. We are in need of a comprehensive preservation program in general

## **ENVIRONMENT AND MONITORING**

Nearly all survey respondents answered the environmental questions, but one can understandably wonder how so many could confidently answer temperature and humidity questions when so many institutions do not have environmental monitoring in any collections areas. Nearly 60% of respondents do not have an overall environmental monitoring program, and that number increases to over 75% when it includes institutions with monitoring in some collection areas, but not all. These numbers are slightly skewed by public libraries, where 75% do not have environmental monitoring in any collection areas.

<b>Do you have an ENVIRONMENTAL MONITORING PROGRAM that measures conditions in collection areas?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, In All Areas	27	11.1
In Some Areas, But Not All Areas	39	16.0
No, In No Areas	146	59.8
Don't Know	4	1.6
Not Applicable	28	11.5
Total	244	100.0

With both the environmental monitoring question and the questions dealing with environmental factors, there was a consistent response of approximately 10% of survey respondents who chose "Not Applicable" as a response. These organizations include public libraries, government related archives, and history and science museums, with a scattering among the other types of organizations. It is difficult to imagine a plausible reason why collecting institutions would consider environmental conditions to be "Not Applicable."

Environmental controls are important for nearly all collections. Extremes or fluctuations in temperature, humidity, and light levels can significantly damage many items. There should be concern about the long-term preservation of any collections that have no temperature, humidity, or light level controls, as well as the respondents who chose "Don't Know" or "Not Applicable." When these three categories are added together, it becomes apparent that more than half the responding institutions do not have any environmental controls in collection areas. While the number of responding art museums is low, they stand out as the one type of organization that consistently has environmental controls in place.

<b>Do you use environmental controls to meet TEMPERATURE specifications for the preservation of your collection?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, In All Areas	41	16.9%
In Some Areas, But Not All Areas	67	27.6%
No, In No Areas	98	40.3%
Don't Know	10	4.1%
Not Applicable	27	11.1%
Total	243	100%

<b>Do you use environmental controls to meet RELATIVE HUMIDITY specifications for the preservation of your collection?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, In All Areas	29	11.8
In Some Areas, But Not All Areas	61	24.8
No, In No Areas	116	47.2
Don't Know	14	5.7
Not Applicable	26	10.6
<b>Total</b>	<b>246</b>	<b>100.0</b>

<b>Do you control LIGHT LEVELS to meet specifications for the preservation of your collection?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, In All Areas	31	12.8%
In Some Areas, But Not All Areas	74	30.5%
No, In No Areas	94	38.7%
Don't Know	19	7.8%
Not Applicable	25	10.3%
<b>Total</b>	<b>243</b>	<b>100%</b>

The combination of "No," "Don't Know," and "Not Applicable" responses to the pest management question yields an even higher percentage than the environmental factors discussed above. Over 62% of responding organizations chose one of these three responses.

<b>Do you have a PEST MANAGEMENT in place for the preservation of your collection?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, In All Areas	51	21.1%
In Some Areas, But Not All Areas	40	16.5%
No, In No Areas	116	47.9%
Don't Know	16	6.6%
Not Applicable	19	7.9%
<b>Total</b>	<b>242</b>	<b>100%</b>

Written housekeeping policies only exist in less than a quarter of the responding institutions, and they are not necessarily enforced in most cases.

<b>Do you have a written HOUSEKEEPING POLICY tailored to your collection areas?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, and it is Strictly Enforced	25	10.3
Yes, but not Strictly Enforced	34	14.0
No	184	75.7
<b>Total</b>	<b>243</b>	<b>100.0</b>

The on-site storage questions confirm that many respondents consider their environmental conditions unsatisfactory. It can be reasonably inferred that respondents who indicate that 76-100% of their collections are in areas with adequate controls are satisfied, that respondents with 51-75% of their collections in areas with adequate controls are somewhat satisfied, and the combination of the other three categories (None, 1-25%, and 26-50%) represent degrees of dissatisfaction and concern. The responses regarding storage furniture are slightly more positive, but more than 50% of respondents still fall into the categories of dissatisfaction and concern.

<b>Regarding ON-SITE STORAGE, what estimated percentage of your collection is stored in areas you consider to have adequate environmental controls ?</b>		
	Count	Percentage
None	80	34.5
1% - 25%	27	11.6
26% - 50%	25	10.8
51% - 75%	24	10.3
76% - 100%	76	32.8
<b>Total</b>	<b>232</b>	<b>100.0</b>

<b>Regarding ON-SITE STORAGE, what estimated percentage of your collection utilizes appropriate storage furniture?</b>		
	Count	Percentage
None	48	20.5
1% - 25%	49	20.9
26% - 50%	28	12.0
51% - 75%	42	17.9
76% - 100%	67	28.6
<b>Total</b>	<b>234</b>	<b>100.0</b>

Cold storage does not appear to be a priority concern for most organizations. The results to this question are relatively consistent across all types of organizations, budget sizes, and regions.

<b>Does your organization have a need for cold storage?</b>		
	Count	Percentage
Yes	34	14.5%
No	200	85.5%
<b>Total</b>	<b>234</b>	<b>100.0%</b>

Concerns about environmental factors were addressed in the focus groups, prompting a number of comments regarding environmental needs:

- Our collections are vulnerable.
- Safety housing our collection is a concern.
- Environmental controls are insufficient.
- Money for climate control is critical. We've no controls in our 1,000-object house.
- We need climate controlled space.
- No environmental controls (due to budget).



When organizations were asked to describe their most pressing conservation/preservation need in the survey, issues related to environment and storage space seemed to arise more than any other issues. A selection of their expressed needs are listed below:

- Proper environmental control and sufficient storage space
- Getting installed environmental systems to work and be maintained properly
- Adequate environmental controls in all spaces
- Space and housekeeping
- Climate and environmental controls
- Poor environmental conditions
- On-site storage issues
- Need for environmental controls (temperature/humidity controls) throughout museum environment
- Re-housing the entire collection into appropriate storage furniture
- Improperly stored or deteriorating documents
- Most pressing conservation/preservation need is temperature/humidity control storage
- We monitor our environment but have no control over it
- Care and storage of our collection
- Security and permanent location for archives/archival materials
- Lack of storage and inappropriate storage space
- Space for proper collection storage – need for separate, climate-controlled storage area away from researchers and staff

## CONSERVATION AND ACCESSIBILITY

The next table shows the different types of collections held by all institutions. The majority of organizations have collections of rare books, unbound sheets, and photographs. Art objects and historic/ethnographic objects are also prevalent among respondents. Audiovisual and digital material collections are fewer in number and very few responding institutions have collections of natural science specimens.

Types of Collection Held, All Institutions			This table represents the percentages of respondents who selected any category except "Not Significantly Represented in Collection."
	Count	Percentage	
Rare Books and Bound Volumes (rare books, monographs, serials, newspapers, scrapbooks, albums, pamphlets)	144	58.3%	
Unbound Sheets (archival records, manuscripts, maps, oversized items, ephemera, broadsides, philatelic and numismatic artifacts, other paper artifacts)	148	59.9%	
Photographic Collections (microfilm, microfiche, photographic prints, negatives, slides, transparencies, daguerreotypes, ambrotypes, tintypes, glass plate negatives, lantern slides)	167	67.6%	
Moving Image Collections - Film (8 mm, Super 16 mm, 16 mm and 35 mm film)	46	18.6%	
Moving Image Collections - Video (3/4" U-Matic, 2" Quad, VHS, Super VHS, Betamax, Betacam SP, Digital Betacam, DAT, Nil videotape, videotape on core)	61	24.7%	
Recorded Sound Collection - Audio (cylinder, phonodisc, audiocassette, audio microcassette, open reel tape, 8-Track audio, and transcriptions 10-12" and 16")	65	25.9%	
Digital Material Collection (born-digital collections acquired and mounted, reformatted analog to digital collection acquired and mounted, or digital collections that an institution purchases on-line access to for their patrons)	66	26.7%	
Art Objects (paintings, prints, drawings, sculpture, decorative arts)	121	49.0%	
Historic and Ethnographic Objects (textiles, ethnographic artifacts, metalwork, furniture, domestic artifacts, technological and agricultural artifacts, medical and scientific artifacts, transportation vehicles)	102	41.3%	
Archaeological Collection	48	19.4%	
Natural Science Specimens (zoological, botanical, geological, paleontological, paleobotany specimens)	13	5.3%	

Respondents were asked to assign percentages, ultimately equaling 100%, as to what percentage of their collection is in known or unknown condition. Obviously, this is a subjective question, so one respondent's definition of "known condition" may not match another's. Most of the collection types show similar results, with the percentage in unknown condition in the 20-35% range. The percentage of digital collections in unknown condition is very low - 8.3%.

For each collection type, respondents were asked to assign a percentage to the volumes in KNOWN and in UNKNOWN condition.		
Summary of Average Reported Across Respondents	UNKNOWN Condition	
	n	Mean
Rare Books and Bound Volumes	140	25.4%
Unbound Sheets	137	32.3%
Photographic Collections	159	23.0%
Moving Object Collections - Film	42	39.5%
Moving Object Collections - Video	60	29.8%
Recorded Sound Collections - Audio	61	34.8%
Digital Material Collections	60	8.3%
Art Objects	115	19.4%
Historic and Ethnographic Objects	100	30.7%
Archaeological Collections	45	29.3%
Natural Science Specimens	12	24.2%

The next set of questions gives more insight into the state of the collection items in "Known" condition. In determining the number of at-risk items that are in need of conservation or rehousing, the following table should be considered alongside the prior table showing "Unknown Condition." For instance with Rare Books and Volumes, 25.4% of collections are in "Unknown Condition" and should therefore be viewed as at-risk. Of the remaining 74.6% of rare books, 18.5% are in Urgent Need and 29% are in Need. Based on these figures, it can be reasonably stated that 60.8% of Rare Books and Volumes are at-risk, as they are either in unknown condition or in "need" or "urgent need" of treatment. (The 52.5% figure for rare books "in good condition" is mildly deceptive because it is only drawn from the universe of New Jersey rare books that are in "known" condition—the real percentage of rare books in good condition must be assumed to be lower.)

The other categories of items can be analyzed similarly by comparing this table with the previous one.

<b>For items in KNOWN condition (for each collection type), respondents were asked to assign percentages to the collections in, 1) in urgent need of treatment or rehousing, 2) in need of treatment or rehousing, or 3) in good condition.</b>				
<b>Average Reported Across Respondents</b>	<b>n</b>	<b>In URGENT NEED of Treatment or Rehousing</b>	<b>In NEED of Treatment or Rehousing</b>	<b>In GOOD Condition</b>
Rare Books and Bound Volumes	136	18.5%	29.0%	52.5%
Unbound Sheets	136	17.9%	28.1%	54.0%
Photographic Collections	158	13.4%	27.9%	58.7%
Moving Image Collections – Film	40	19.9%	45.0%	35.1%
Moving Image Collections – Video	55	9.7%	29.6%	60.7%
Recorded Sound Collections – Audio	54	18.8%	29.9%	51.3%
Digital Material Collections	60	4.8%	17.7%	77.5%
Art Objects	114	12.6%	24.8%	62.6%
Historic and Ethnographic Objects	95	15.4%	30.9%	53.7%
Archaeological Collections	40	13.75%	25.75%	60.5%
Natural Science Specimens	11	17.7%	25.0%	57.3%

Most organizations – 68.6% - offer little or no online information regarding their collections. Only 18.6% of the respondents have over 75% of their collections accessible online through catalogs, databases, or finding aids. Special and academic libraries and archives are more likely to have this information available online. Public libraries were also above average in this category.

<b>What is the estimated percentage of the collection that is publicly accessible online through catalogs, databases, or finding aids?</b>		
	<b>Count</b>	<b>Percentage</b>
None	111	47.0%
1% - 25%	51	21.6%
26% - 50%	15	6.4%
51% - 75%	15	6.4%
76% - 90%	22	9.3%
91% - 100%	22	9.3%
<b>Total</b>	<b>236</b>	<b>100%</b>

Exactly 50% of the responding institutions offer no online access to collection items or holdings. The other respondents include institutions that offer online access to all their collections, some of their collections, or are in the process of offering first-time online access to their collections.

<b>Do you provide online access to any of your collection items or holding (e.g., digitally scanned photographs, documents, books, and other artifacts, as well as online exhibitions and interactive resources)?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes - Access if Offered to All or Much of the Collection	19	8.0
Yes - Access if Offered to Some of the Collection	60	25.2
No - But Will Provide Some Access Within the Next Year	33	13.9
No	119	50.0
Don't Know	7	2.9
<b>Total</b>	<b>238</b>	<b>100.0</b>

Comments in the survey relating to conservation and accessibility include:

- Digitization and proper storage is the way to preserve rare and precious materials. Collaboration digitization by a consortium allows libraries with a tight budget to avoid the substantial equipment outlay cost. Libraries will pay to have the materials scanned but at a lower cost charged by an outside vendor
- Need a catalog and/or inventory of all collections of historic value throughout the state. There are still too many institutions that do not have a complete record of their collection, let alone a searchable online catalog/inventory of their collection. Also need uniformity for electronic collections, but within reasonable parameters

### OFF-SITE STORAGE

Of the collecting institutions responding to the survey, the vast majority (91.4%) of their collections are stored on-site. Respondents were asked to give percentages summing to 100% concerning whether their collections were stored on-site or off-site.

Percentage of Collection Stored On-Site and Off-Site		
	Count	Average
What percent of the collection is stored on-site?	230	91.4%
What percent of the collection is stored off-site?	230	8.6%

For the next question, respondents were asked whether they owned or leased off-site storage space. Institutions were allowed to select that they *both* owned and leased off-site storage, and therefore these percentages do not necessarily add up to 100%. Nearly 80% of the responding institutions do not have any off-site storage space. Government-related archives, special/academic archives and libraries, and museums were much more likely to either own or lease off-site storage space, while public libraries were the least likely to utilize off-site space.

Do You Own And/Or Lease Off-Site Storage Space?			
	Count	Percentage	Respondents were allowed to select more than one category, so the percentages add up to greater than 100%. The percentages are based on the 231 respondents who selected at least one answer to the question.
Neither Own Nor Lease	184	79.7%	
Own Off-Site Space	18	7.8%	
Lease Off-Site Space	33	14.3%	

Please estimate the number of square feet of OFF-SITE STORAGE space currently available to your institution.				
	Count	Average	Minimum	Maximum
All Institutions	30	2487.50	2	28500
Government Related Archives	4	2350.00	400	6000
Special and Academic Libraries and Archives	4	7325.50	2	28500
Independent (non-profit) Archives	2	150.00	100	200
Public Library	5	2806.60	5	5414
Historical Society	6	1941.67	200	6000
Historical House/Site	4	800.00	200	1500
Art Museum	1	340.00	340	340
History and Science Museums	1	1100.00	1100	1100
General Museums	3	1766.67	100	5000

The number of organizations responding to the next two questions was very low; therefore, caution should be used in interpreting these results. For both questions, organizations seem to either have no environmental controls or appropriate storage furniture, or have very adequate controls and furniture, with few institutions in between.

<b>Regarding OFF-SITE STORAGE, what estimated percentage of your collection is stored in areas you consider to have adequate environmental controls?</b>		
	<b>Count</b>	<b>Percentage</b>
None	16	34.8%
1% - 25%	3	6.5%
26% - 50%	2	4.3%
51% - 75%	5	10.9%
76% - 100%	20	43.5%
<b>Total</b>	<b>46</b>	<b>100.0%</b>

<b>Regarding OFF-SITE STORAGE, what estimated percentage of your collection utilizes appropriate storage furniture?</b>		
	<b>Count</b>	<b>Percentage</b>
None	11	23.9%
1% - 25%	3	6.5%
26% - 50%	9	19.6%
51% - 75%	6	13.0%
76% - 100%	17	37.0%
<b>Total</b>	<b>46</b>	<b>100.0%</b>

Space appears to be a significant problem for many organizations, with 26.7% indicating they have no room at all for collection growth. Another 50% have room only for limited growth. Archives (all types) and special/academic libraries show more room for growth than other types of institutions. There seems to be no difference between size and region of organization.

<b>Is there room for collection growth?</b>		
	<b>Count</b>	<b>Percentage</b>
There is room for at least 10 years of collection growth at current pace.	23	9.9%
There is room for at least five years of collection growth at current pace.	29	12.5%
There is room for limited collection growth.	118	50.9%
The available space is at capacity with no room for collection growth.	32	13.8%
The available space currently houses a greater volume than it is designed to hold.	30	12.9%
<b>Total</b>	<b>232</b>	<b>100.0%</b>

While there obviously are significant storage concerns in New Jersey, some of the institutions with only limited room for growth appear to be reluctant to embrace the concept of collaborative storage, with their interest decreasing as the prospect moves from in-county storage to regional and, last, to centralized state-wide storage. More than half of the responding institutions are not interested in participating in a shared storage arrangement at this time, and the 4.9% that are already participating in shared storage arrangements are probably not interested in new collaborative proposals. Added together, this means that 58.4% of responding institutions expressed no current interest in shared collaborative storage centers.

Of the institutions that are interested in collaborative storage, the greatest number (17.3%) were only interested in participating on a county-wide level, with the 39 responding institutions spread through all four regions of the state.

<b>Would your institution consider participating in any initiatives to create shared collaborative storage centers?</b>		
	<b>Count</b>	<b>Percentage</b>
Yes, we already participate in a shared storage arrangement.	11	4.9%
Yes, we would consider participating in a shared storage arrangement, but only within the county.	39	17.3%
Yes, we would consider participating in a shared storage arrangement on a regional level.	27	11.9%
Yes, we would consider participating in a shared storage arrangement on any level offered (county, regional, or state-wide).	28	12.4%
No, we would not be interested in a shared storage arrangement at this time.	421	53.5%
<b>Total</b>	<b>226</b>	<b>100.0%</b>

While many responses to the open-ended questions referred to storage issues, only a few mentioned off-site storage as either a problem or solution. There were many comments related to "lack of appropriate storage space" or "housing/storage space." One comment identified "on site storage" as the institution's most pressing need. The following comments specifically mentioned off-site storage as the institution's most pressing conservation/preservation need:

- Up-graded off-site dedicated storage facility
- Off-site storage facility
- Regional storage facilities

## **COMMUNICATIONS**

The survey and the focus groups collected some information regarding the communication networks in New Jersey that share information about upcoming events and available resources. According to the survey, websites and published information are the most common ways for respondents to receive answers to their preservation questions. Other resources that are used by the responding organizations include coworkers, other related institutions, personal knowledge from training and experience, volunteers, networking, and workshops.

<b>What resources do you use now to answer your preservation questions?</b> <b>(Select all that apply)</b>			
	<b>Count</b>	<b>Percentage</b>	
Institutions	84	47.7%	Percentages are based on the number of respondents who selected at least one category – 176. 71 respondents, or 28.7% of the total, did not select any of the categories.
Websites	140	80.0%	
Published Information	128	72.7 %	
**Other	43	24.4%	

\*\* See Survey Comments at end for list of other resources used to answer preservation questions.

Communication issues were discussed in the focus groups. A centralized information source was suggested as a solution to communications problems. Some of the communication needs that arose in the focus groups include:

- A central resource center for the state could be very effective
- Centralized resources would be cost effective and save so much time
- A centralized source needed to expedite collaboration and communication
- A centralized source could provide valuable info and resources such as a list of NJ preservation experts
- Centralized repository of statewide preservation resources available for regional and public use
- Centralized, coordinated effort to build awareness about what we have statewide is needed
- One website with all institutions for Newark (and the state) would be useful. One go-to site
- We need a network and place to go for resources/access/marketing
- NJ needs an annual schedule of events, activities and better communication



## **MARKETING AND ADVOCACY**

In the focus groups, participants were asked to describe the greatest challenges that they face today in caring for their collections. Promotional and advocacy issues were among the themes that arose, including:

- Access. We're not welcoming enough. If we were, the public might better understand and appreciate our value.
- Our town doesn't support the library. We need strategies to help us change this.
- We suffer from a lack of institutional support and interest. We need strategy and how-to's.
- Internal and external advocacy are needed, starting with our own administrators.
- We must figure out how to increase our value to the residents in our communities.
- Guidelines to help us build local advocacy and support. What's needed to start: a friends group or guilds? We need these tools.
- We are very vulnerable to budget cuts because we are invisible to most decision makers.
- We need to treat legislators as people who work for us and advocate for our needs. That implies relationship building and stronger communication.
- We need to be clear in dispelling some of the myths around us: electronic versions of our collections can never take the place of the actual work.

Public relations and marketing issues were also addressed in the focus groups. Specific examples include:

- PR efforts need to be more effective and successful.
- Getting residents interested is sorely needed. We obviously need help with this.
- If we had a local campaign that made what we do more relevant, it would help.
- Community education is an important first step to generating any kind of support.
- Libraries "Tell Us Your Story" campaign is a good example of how to engage the community. We should be on it!
- We need to educate the general public in a compelling way about the need for preservation – and why it is important to them.
- Our field needs to combat the image of mold/dust/stagnancy and show that we are dynamic institutions.
- We need to better link to tourism, economic development and other agendas important to the vitality of our communities. We can learn from museums that are doing much better than we are in making our content relevant.
- Everyone (including ourselves) needs to see our role as stewards for future generations. If we continue to focus solely on collections without thinking about their relevance, we will stagnate.

On an open-ended survey question, respondents were asked what they thought would be needed for a statewide preservation plan's effective implementation. Comments that touched on marketing and advocacy included:

- Clear guidelines that local governments can follow
- Cooperative participation by a cross-section of academic, public, and private institutions
- Let the small collections know that they are just as important as the big players
- Proper ranking of priorities in face of inter- and intra-institutional rivalries
- Being able to finance the many projects in this very difficult economy
- Understanding of our historic treasures and support of our legislators
- A greater effort for various smaller organizations in pooling their efforts and resources
- A comprehensive plan that addressed the needs of both large and small organizations and all areas of the state
- To recognize the historical value of these collections, and to see that preservation efforts are worth funding
- Bringing smaller organizations onboard
- Remembering that not all places have a lot of money to spend and that there are small museums that need help in preserving their "treasures"
- Need a committee of professionals representing a variety of cultural institutions that includes large and small institutions; this committee would also support the institutions with grant funding to enable the collection processing and conservation work that the institutions cannot do themselves and explore and implement more collaborative projects to meet these goals
- Money, staff time, and space are the three things that always get in the way of effectively implementing an appropriate preservation plan. Sharing resources among institutions could be one way to alleviate this problem
- A marketing campaign along the lines of that for the national bicentennial in the mid-1970's to raise public and political consciousness and interest

## OTHER TABLES

The following tables are also available upon request:

1. Size of Organization
  - a. Annual budget size
  - b. Size of annual preservation budget
  - c. Approximate number of annual visitors
2. Geographic Tables
  - a. Organizations by county
  - b. Organizations by region
  - c. Organizations by library network region
3. Tables Pertaining to Fundraising and Grants
  - a. Sources from which institutions received money to implement preservation or conservation projects within the past five years
  - b. If an institution did not make a grant for conservation/preservation funding from any sources in the last three years, which factors influenced the decision not to apply?
  - c. How difficult is it to raise money for conservation or preservation projects?
4. Staffing Tables
  - a. Who performs various tasks within each institution
    - i. Records management tasks
    - ii. Housekeeping in collections areas
    - iii. Management of environmental monitoring
    - iv. Conservation treatment
    - v. Rehousing of items in collection
    - vi. Digitizing of items in collection
    - vii. Microfilming
    - viii. Creating preservation copies of audiovisual media
    - ix. Packing and shipping
    - x. Maintenance of AV equipment
    - xi. Migrating data to preserve digital equipment and electronic records
    - xii. Fundraising for preservation projects
  - b. The number of staff with professional (post-graduate) training in each institution in positions related to care of special collections
    - i. Archivist
    - ii. Curator
    - iii. Conservator
    - iv. Registrar
    - v. Special collections librarian
5. Sources from which organizations have sought preservation information and assistance in the past two years
6. To participate in future work to improve preservation practices at the institution, could each organization provide four to five days of staff time over the course of the next two years?
7. All tables in the report, as well as those listed in this section, are available in breakdowns by type of organization, size of organization, and geographic region.